



**Student Name:** \_\_\_\_\_

**ID#:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Revision Date:** \_\_\_\_\_

**PROGRAM PLANNING GUIDE 2016 – 2017**  
**Business Administration Diploma**  
**Marketing Major**

The purpose of this program planning guide is to help students track their progress within their chosen program. The information in this planning guide is accurate at the time of printing and is subject to change without notice. It is the students' responsibility to ensure the accuracy of their program and course choice. Students should use the program planning guide dated the year in which they began the program. This guide should be used in conjunction with the official (print) version of the Medicine Hat College Calendar, and calendars of appropriate transfer institutions, which are the final authorities regarding program requirements.

**Year One**

FALL SEMESTER			WINTER SEMESTER		
COURSE	DATE	GRADE	COURSE	DATE	GRADE
<b>ACCT 111</b> <i>Introductory Accounting I</i> Minimum of C- required for ACCT 113			<b>ACCT 113</b> <i>Introductory Accounting II</i> Prerequisite: C- in ACCT 111 Minimum of C- required for FINA 255 & MGMT 268		
<b>COMM 140</b> <i>Communication in the Workplace</i>			<b>COMM 252</b> <i>Advanced Business Communications</i>		
<b>GNED 230</b> <i>Citizenship Without Borders</i>			<b>ECON 201</b> <i>Principles of Microeconomics</i>		
<b>MGMT 161</b> <i>Management Theory</i> Minimum of C- required for MGMT 267 & MGMT 268			<b>MGMT 243</b> <i>Human Resources Management</i>		
<b>MGMT 193</b> <i>Business Problems Software Applications</i>			<b>MKTG 171</b> <i>Marketing</i> Minimum of C- required for MKTG 206, MKTG 315, MKTG 325, MKTG 271, MKTG 272, MKTG 280		

**Year Two**

FALL SEMESTER			WINTER SEMESTER		
COURSE	DATE	GRADE	COURSE	DATE	GRADE
<b>ECON 203</b> <i>Macroeconomics</i>			<b>FINA 255</b> <i>Finance</i> Prerequisite: C- in ACCT 113 or ACCT 321		
<b>MGMT 263</b> <i>Organizational Behaviour</i>			<b>MKTG 345</b> <i>Managing Marketing Relationships</i> Prerequisite: Minimum C- in MKTG 325		
<b>MGMT 284</b> <i>Business Statistics I</i>			<b>MKTG 355</b> <i>Creating Brand Intelligence</i> Prerequisite: Minimum C- in MKTG 315		

<b>MKTG 315</b> <b>Science of Persuasion</b> <i>Prerequisite: Minimum of C- in MKTG 171</i>			<b>MGMT 268</b> <b>Business Integration</b> <i>Prerequisite: C- in ACCT 113 or ACCT 321 and MGMT 161 &amp; 2<sup>nd</sup> year standing</i>		
<b>MKTG 325</b> <b>Evidence Based Marketing</b> <i>Prerequisite: Minimum of C- in MKTG 171</i>			<b>MGMT 395</b> <b>Business Law</b>		

## **NOTES**

- 1. ECON 201 and ECON 203 may be taken in any order.**
- 2. Prerequisite grades must be C- or higher.** Please note that the minimum grades listed are for MHC graduation requirements only. If you are pursuing an accounting designation or a degree, you must check with the designation of your choice for minimum grade requirements.
- Students who a) choose to take courses in a different configuration than shown above or; b) drop or fail a class or; c) want to take a course in the spring semester or from another institution should meet with their academic advisor for assistance.
- Students who plan to transfer to the University of Lethbridge and enter into the Post-Diploma Bachelor of Management program must be aware that they will be required to take 21 courses at the University of Lethbridge rather than 20. This is because students will be missing a vital pre-requisite in the Bachelor of Management program. For more information, please contact your Academic Advisor.

## **GRADUATION REQUIREMENTS:**

- Complete a minimum of 20 required Business Administration courses.
- Attain a minimum cumulative GPA of 2.0.